

Case No.: 2: 13-cv-05747-AB

AAMCO TRANSMISSIONS v. ROMANO

Attachment 1 - This is the Webinar that was presented to the Cottman Transmission Franchisees' at the time the merger took place. It outlines the Benefits and Incentives given to the Cottman Franchisees'.

Listening
Connection: Good
Audio via Telephone

Combined Company Overview

• Horsham, PA

• Todd Leff, President & CEO
 • Combined leadership team

• 1100+ centers with systemwide sales of \$600 million

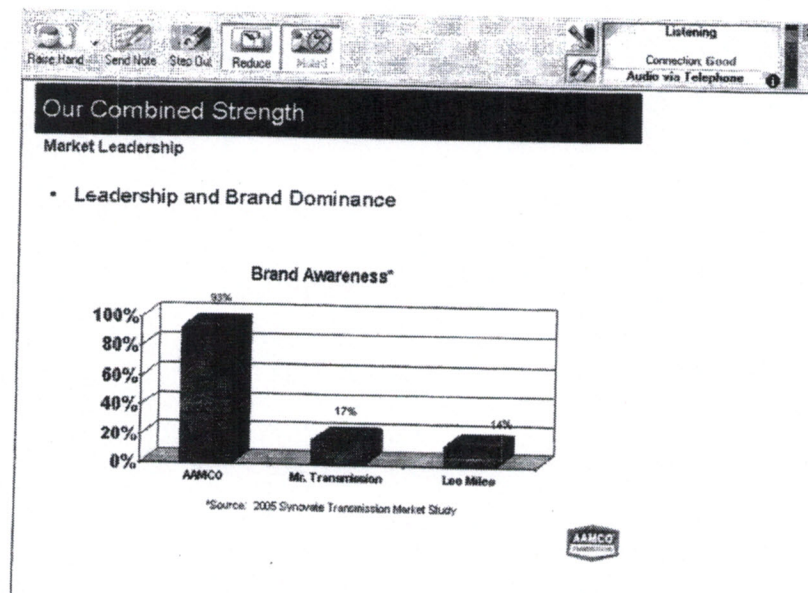
Listening
Connection: Good
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Our Combined Strength

Market Leadership

- One of the largest automotive repair services companies

Company	# of Locations
Midas	1,834
AAMCO	1,100
Sears Automotive Centers	855
Meineke Car Care Center	844
Monro Muffler Brake & Services	613



Our Combined Strength

Market Leadership

- Focus on core transmission business
 - 85%-90% of business from transmission work
 - Use expanded services to grow transmission business

Company	# of Locations
AAMCO	1,100
Moran Industries	152
Lee Myles	105
Mr. Transmission	85
Speedy Transmission	23


AAMCO TRANSMISSION

Listening
Connection: Good
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Our Combined Strength

Focus on Franchisee Profitability

- Refine expansion to highest profit/lowest competition terms
 - Leverage well known brand name
 - Expand into \$200 billion aftermarket
- Expand recruitment resources, field training and center opening support team
- Continue field based operations, visits and training
- Increase enterprise value of franchisee business




Listening
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Our Combined Strength

The Power of Combined Advertising

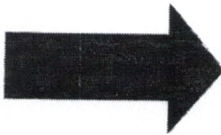
- Migrate all Cotman centers to AAMCO brand over next three years
- Leverage combined scale to create advertising efficiencies
- Opportunity to introduce broadcast in key markets
- Promotions-based marketing
- Opportunity for advertising costs to decrease





How You Benefit

Immediate Impact from Conversion



- Participate in AAMCO's National Fleet Program with no 1% National Account Fee
- Ability to Increase ARO – AAMCO Centers average \$200 higher on majors
- Access to AAMCO's industry recognized Technical Department
- Participate in AAMCO's national buying discount programs



Timeline

Market Integration

Market meetings in top 20 DMAs	Immediate
Develop Market plans	Next 60 days
Rollout Conversion package	60 days
Publish strategic plan for franchisees	60 days



Our Combined Strength

How We Get There

- Leverage best practices and relationships
- Combined resources for greater franchisee support services
- Use technology to improve communication and business analysis

AAMCO

How You Benefit

- Brand name with 90% awareness
- Financial assistance for relocations and re-branding
- Reduced service fee to 7% for those converting in the first year
- Ability to join local ad pool and control portion of advertising
- Advertising benefits of market concentration
- Franchise resale value increases

AAMCO



Timeline

The Power of Combined Advertising

Review local media plans and adjust for concentration	60 days
Initial national AAMCO buy in 90 days	90 days (3Q)
Implement new marketing programs and best practices	90 days

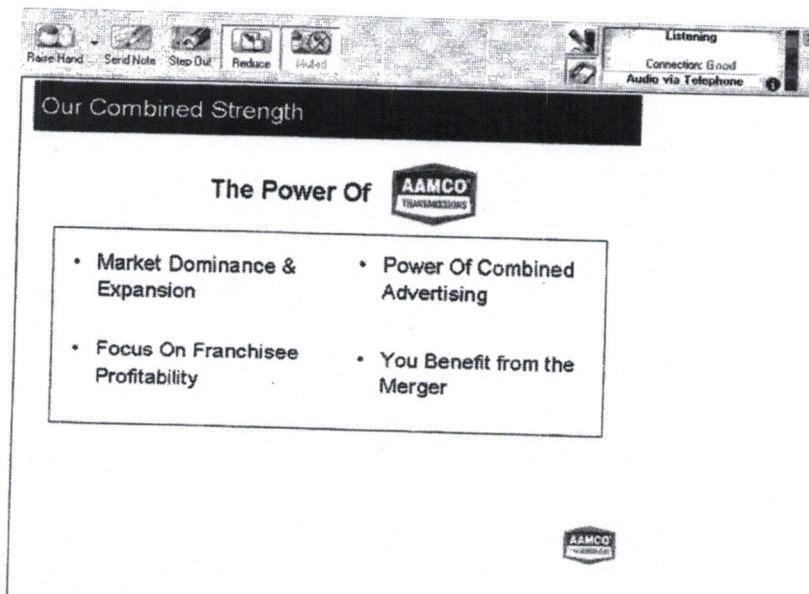
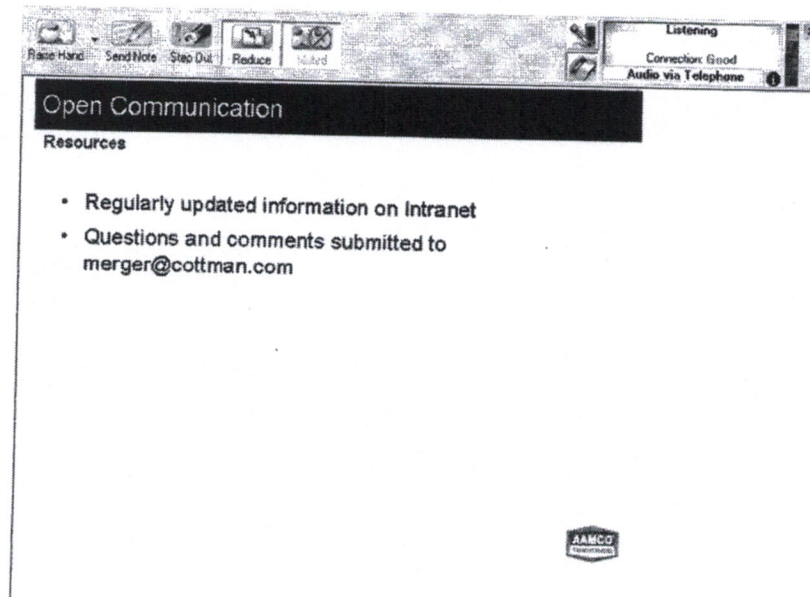


Timeline

Brand Development

Limit new sales to AAMCO	Immediate
Publish conversion program materials	Next 30 days
Develop branding materials for converting stores	Next 60 days
Review all conflicts and draft strategic real estate rollout	Next 60 days





**Deal Creates Nationwide First Stop for
Transmission and Complete Car Care Services**

HORSHAM, Pa., March 8 /PRNewswire/ -- Cottman Transmission today announced its combination with AAMCO Transmissions, forming one of the country's largest complete car care companies, with more than 1,100 locations throughout the United States.

The combined company will eventually operate as AAMCO Transmissions with